GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:905
ANSWERED ON:06.12.2004
IMPROVEMENT IN TOURISM INDUSTRY
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Will the Minister of TOURISM be pleased to state:

(a) whether there has been any improvement in travel and tourism industry after the fall in tourist arrival in India due to September 11 incident in USA; and

(b) if so, the steps the Government had contemplated to attract more foreign tourists in such numbers as to offset the loss incurred in the past?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a): A revival trend has been observed in the arrival of foreign tourists in the country with effect from September 2002, which has continued during the years 2003 & 2004. The years 2003 and 2004 (Jan-Nov. 2004) have registered a growth of 14.3% and an estimated growth of 24.0% respectively over the corresponding previous years.

(b): The Ministry of Tourism, Government of India has taken the following steps to promote tourism in the country:-

? Positioning and maintaining tourism development as a National priority activity;
? Enhancing and maintaining the competitiveness of India as a tourism destination;
? Improving India`s existing tourism products and expanding these to meet new market requirements;
? Creation of world class infrastructure;
? Special thrust to rural and small segment tourism;
? Development of tourism circuits.

In addition, the Government is also implementing the following measures to attract more foreign tourists to India:

? Direct approach to the consumers through Electronic and Print media through the `Incredible India` Campaign.
? Creation of World Class Collaterals.
? Centralized Electronic Media Campaign.
? Direct co-operative marketing with the tour operators and wholesalers overseas.
? Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
? Participation in Trade Fairs & Exhibitions
? Optimize Editorial PR and Publicity.
? Use of Internet and web marketing.
? Generating Tourist Publications.
? Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.